

Method 1 - Babbitt Score

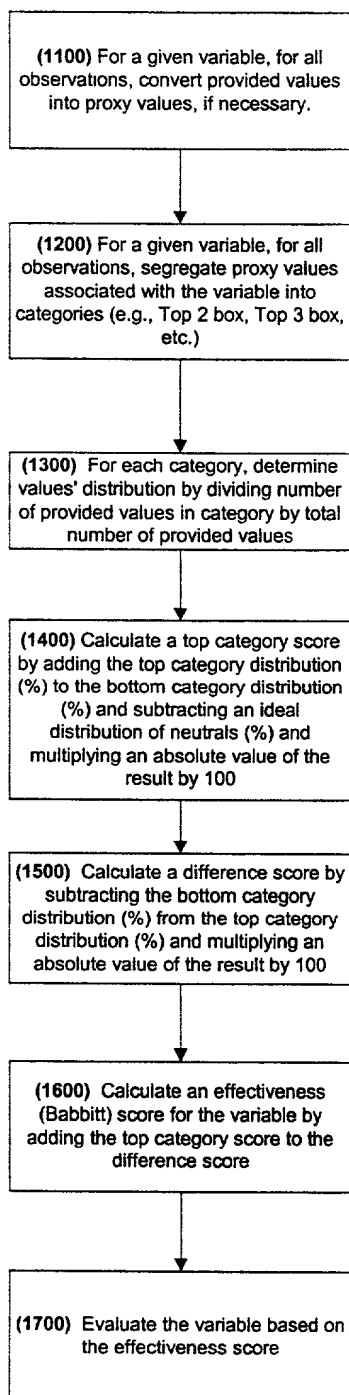


Fig. 1

Method 2 - Bestfit Clustering

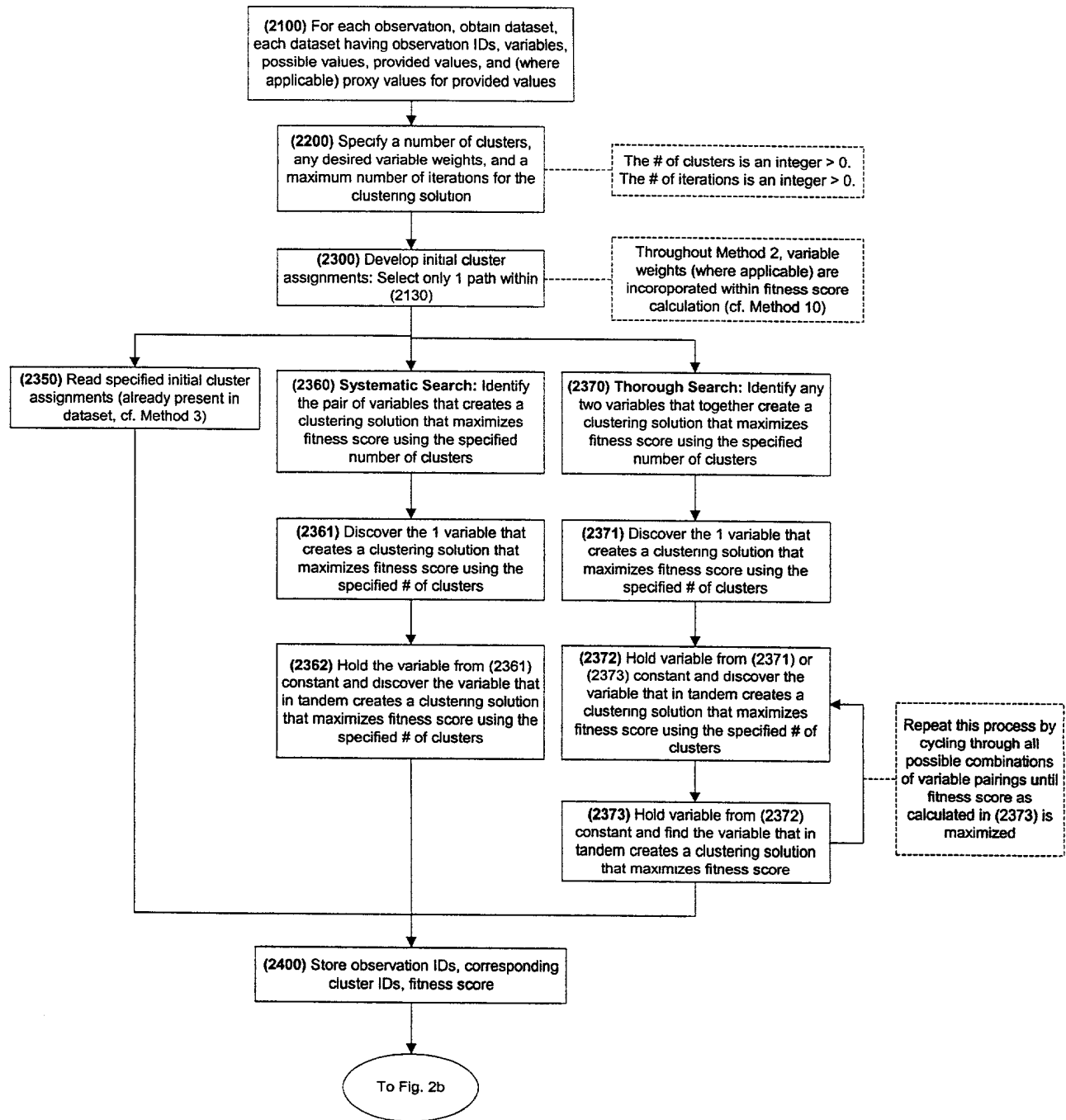


Fig. 2a

Parameter	Value	Unit	Source
Age	1.2	yr	1
Weight	70	kg	1
Height	1.75	m	1
Sex	Male		1
Activity	Low		1
Energy	1000	kJ	1
Protein	100	g	1
Lipid	100	g	1
Carbohydrate	100	g	1
Fiber	100	g	1
Water	1000	g	1
Calcium	1000	mg	1
Iron	100	mg	1
Zinc	100	mg	1
Copper	100	mg	1
Magnesium	1000	mg	1
Selenium	100	mg	1
Chromium	100	mg	1
Manganese	100	mg	1
Nickel	100	mg	1
Vanadium	100	mg	1
Cobalt	100	mg	1
Molybdenum	100	mg	1
Fluorine	100	mg	1
Silicon	100	mg	1
Sulfur	100	mg	1
Chlorine	100	mg	1
Iodine	100	mg	1
Bromine	100	mg	1
Strontium	100	mg	1
Barium	100	mg	1
Lead	100	mg	1
Mercury	100	mg	1
Cadmium	100	mg	1
Chlorine	100	mg	1
Sulfur	100	mg	1
Iron	100	mg	1
Zinc	100	mg	1
Copper	100	mg	1
Magnesium	1000	mg	1
Selenium	100	mg	1
Chromium	100	mg	1
Manganese	100	mg	1
Nickel	100	mg	1
Vanadium	100	mg	1
Cobalt	100	mg	1
Molybdenum	100	mg	1
Fluorine	100	mg	1
Silicon	100	mg	1
Sulfur	100	mg	1
Chlorine	100	mg	1
Iodine	100	mg	1
Bromine	100	mg	1
Strontium	100	mg	1
Barium	100	mg	1
Lead	100	mg	1
Mercury	100	mg	1
Cadmium	100	mg	1
Chlorine	100	mg	1
Sulfur	100	mg	1
Iron	100	mg	1
Zinc	100	mg	1
Copper	100	mg	1
Magnesium	1000	mg	1
Selenium	100	mg	1
Chromium	100	mg	1
Manganese	100	mg	1
Nickel	100	mg	1
Vanadium	100	mg	1
Cobalt	100	mg	1
Molybdenum	100	mg	1
Fluorine	100	mg	1
Silicon	100	mg	1
Sulfur	100	mg	1
Chlorine	100	mg	1
Iodine	100	mg	1
Bromine	100	mg	1
Strontium	100	mg	1
Barium	100	mg	1
Lead	100	mg	1
Mercury	100	mg	1
Cadmium	100	mg	1
Chlorine	100	mg	1
Sulfur	100	mg	1
Iron	100	mg	1
Zinc	100	mg	1
Copper	100	mg	1
Magnesium	1000	mg	1
Selenium	100	mg	1
Chromium	100	mg	1
Manganese	100	mg	1
Nickel	100	mg	1
Vanadium	100	mg	1
Cobalt	100	mg	1
Molybdenum	100	mg	1
Fluorine	100	mg	1
Silicon	100	mg	1
Sulfur	100	mg	1
Chlorine	100	mg	1
Iodine	100	mg	1
Bromine	100	mg	1
Strontium	100	mg	1
Barium	100	mg	1
Lead	100	mg	1
Mercury	100	mg	1
Cadmium	100	mg	1
Chlorine	100		



Method 2 - Bestfit Clustering - Continued

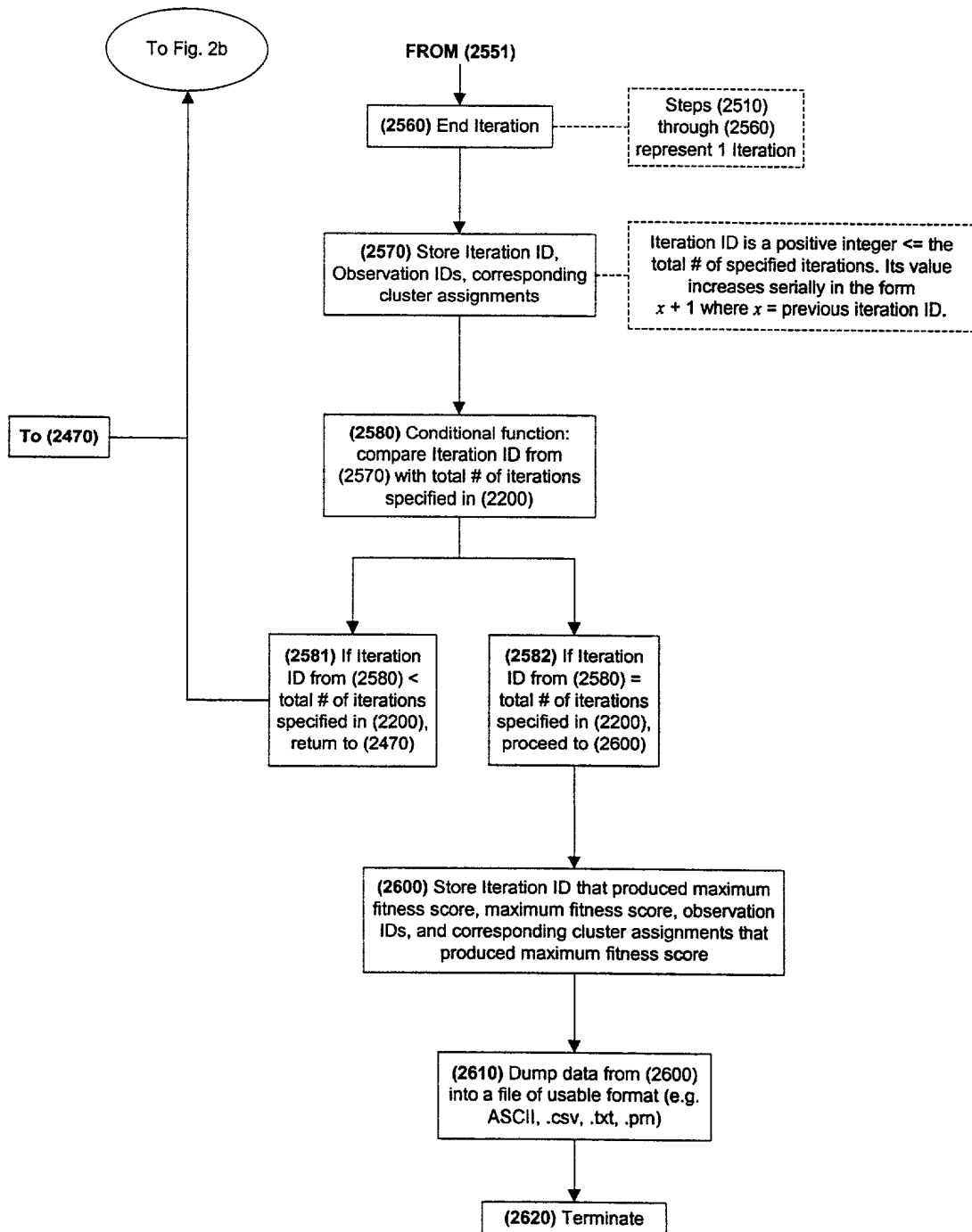


Fig. 2c

Method 3 - Champion/Challenger Clustering Refinement

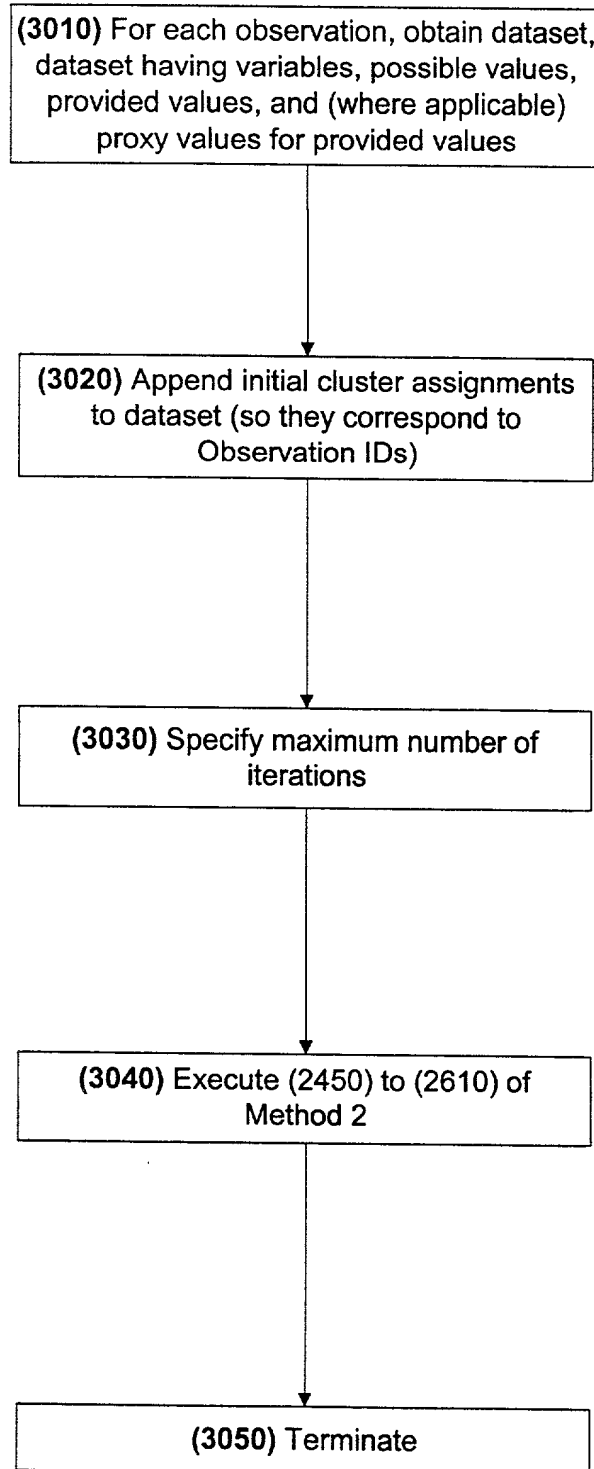


Fig. 3

Method 4 - Composition Analysis

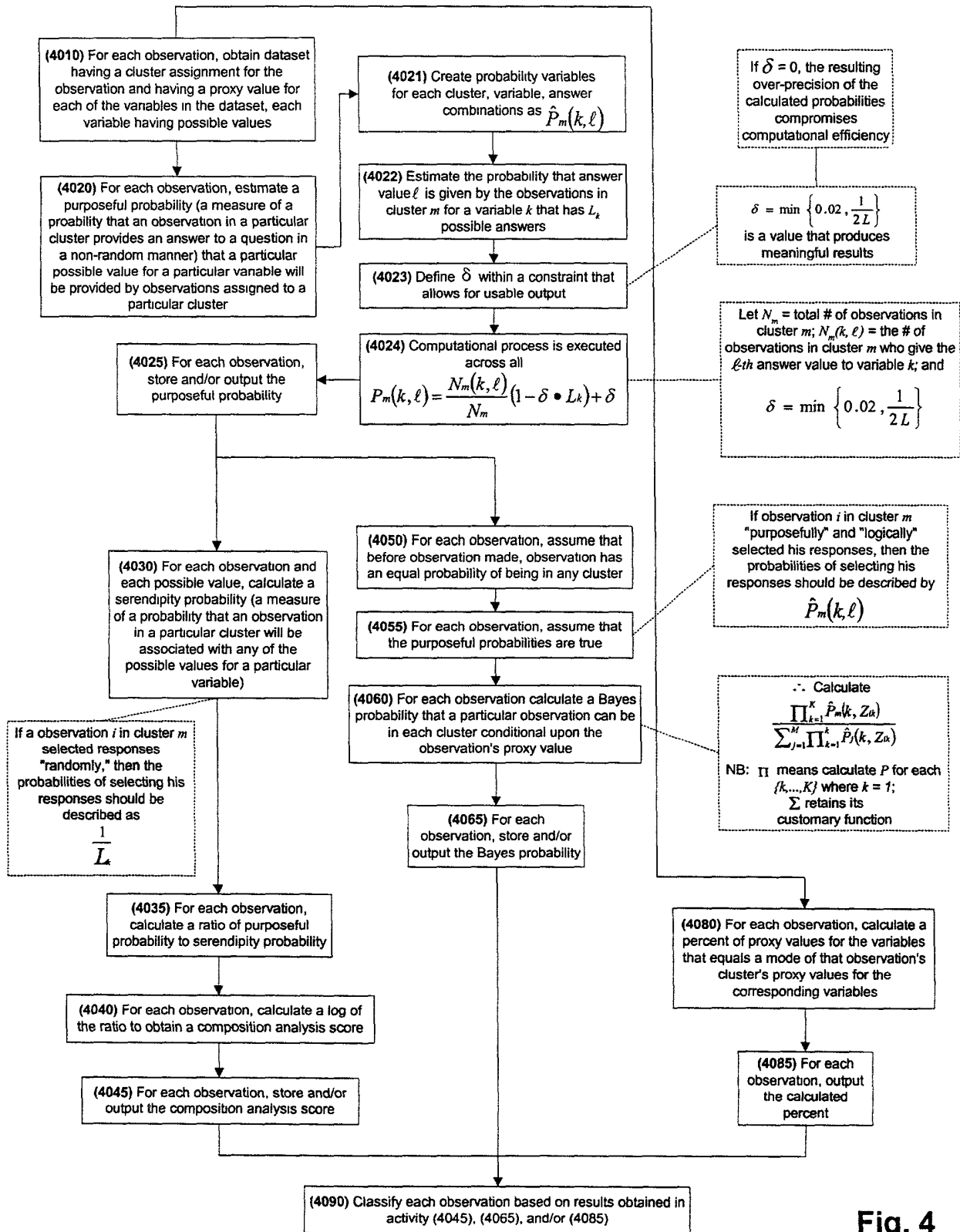


Fig. 4

Method 5 - Segmentation-on-the-Fly

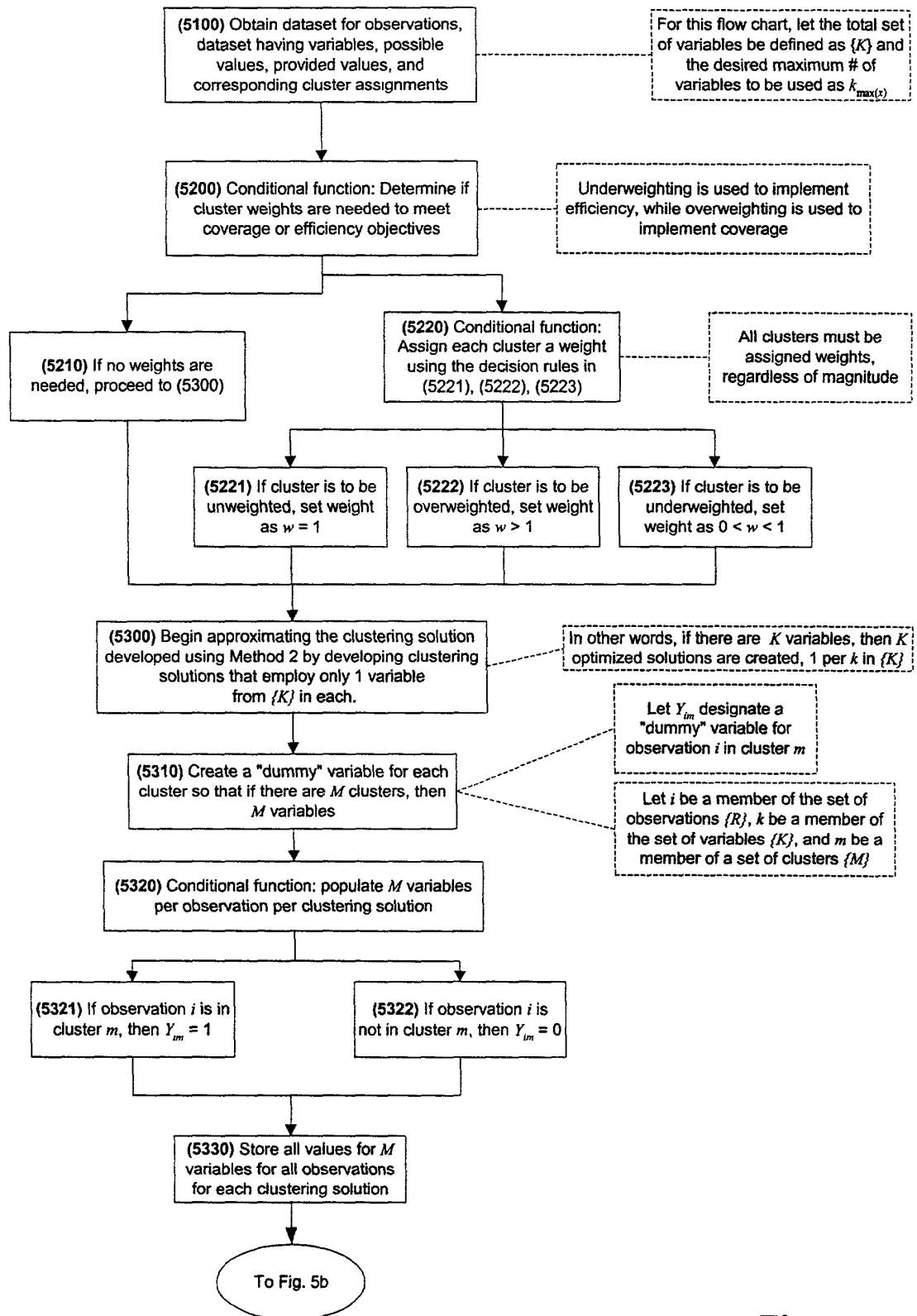


Fig. 5a

Method 5 - Segmentation-on-the-Fly - Continued

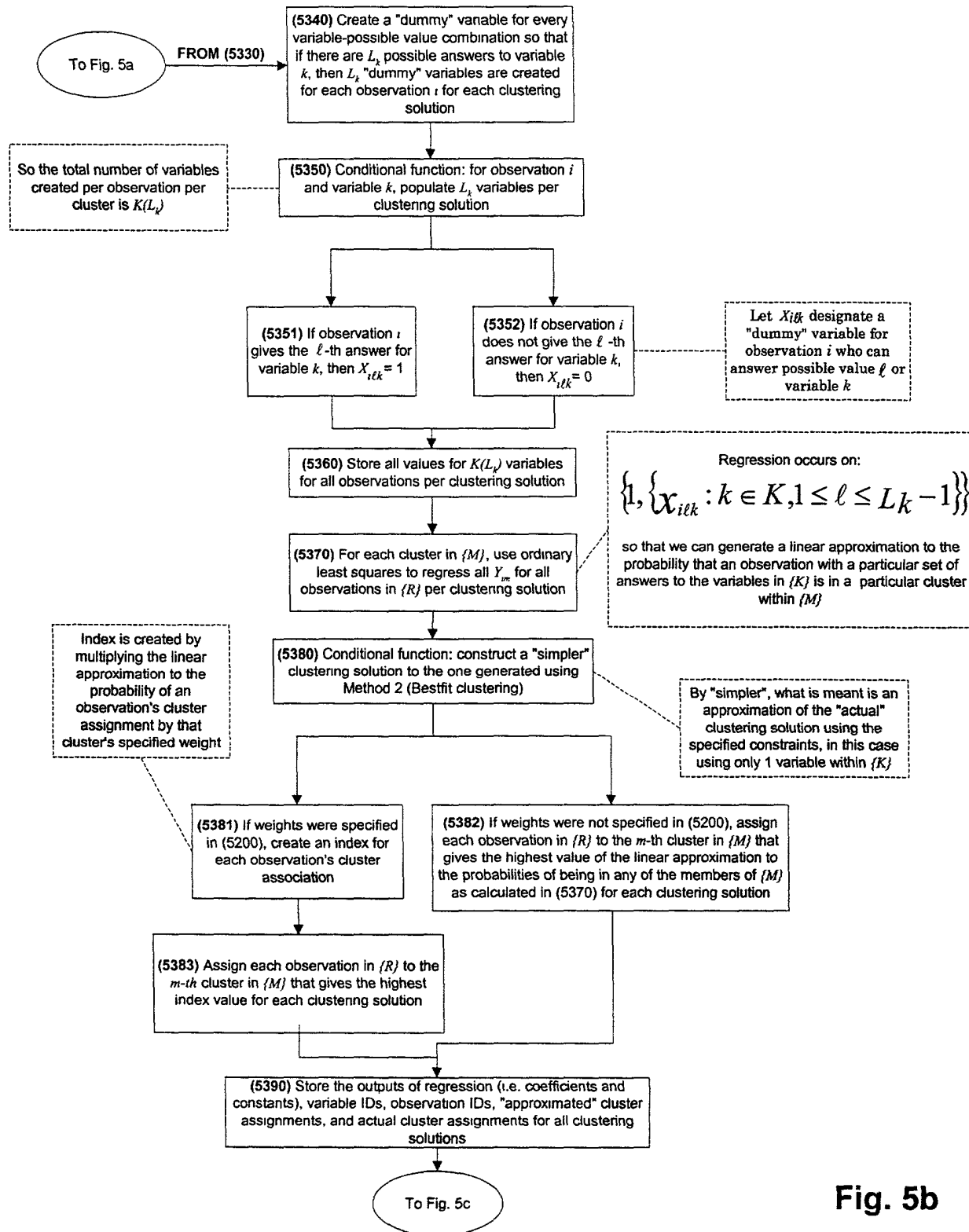


Fig. 5b

Method 5 - Segmentation-on-the-Fly - Continued

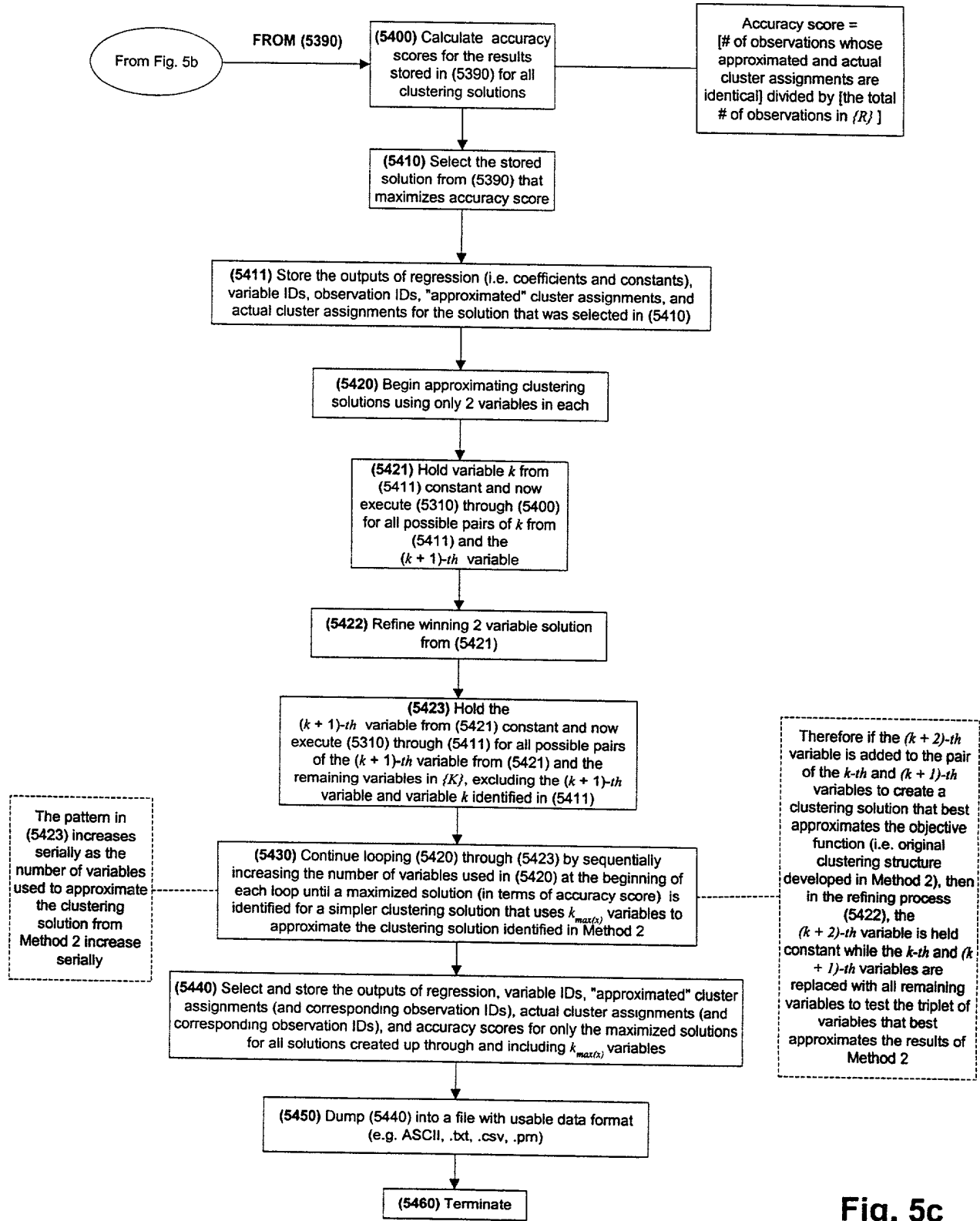


Fig. 5c

Method 6 - Behavioral Segment Scoring

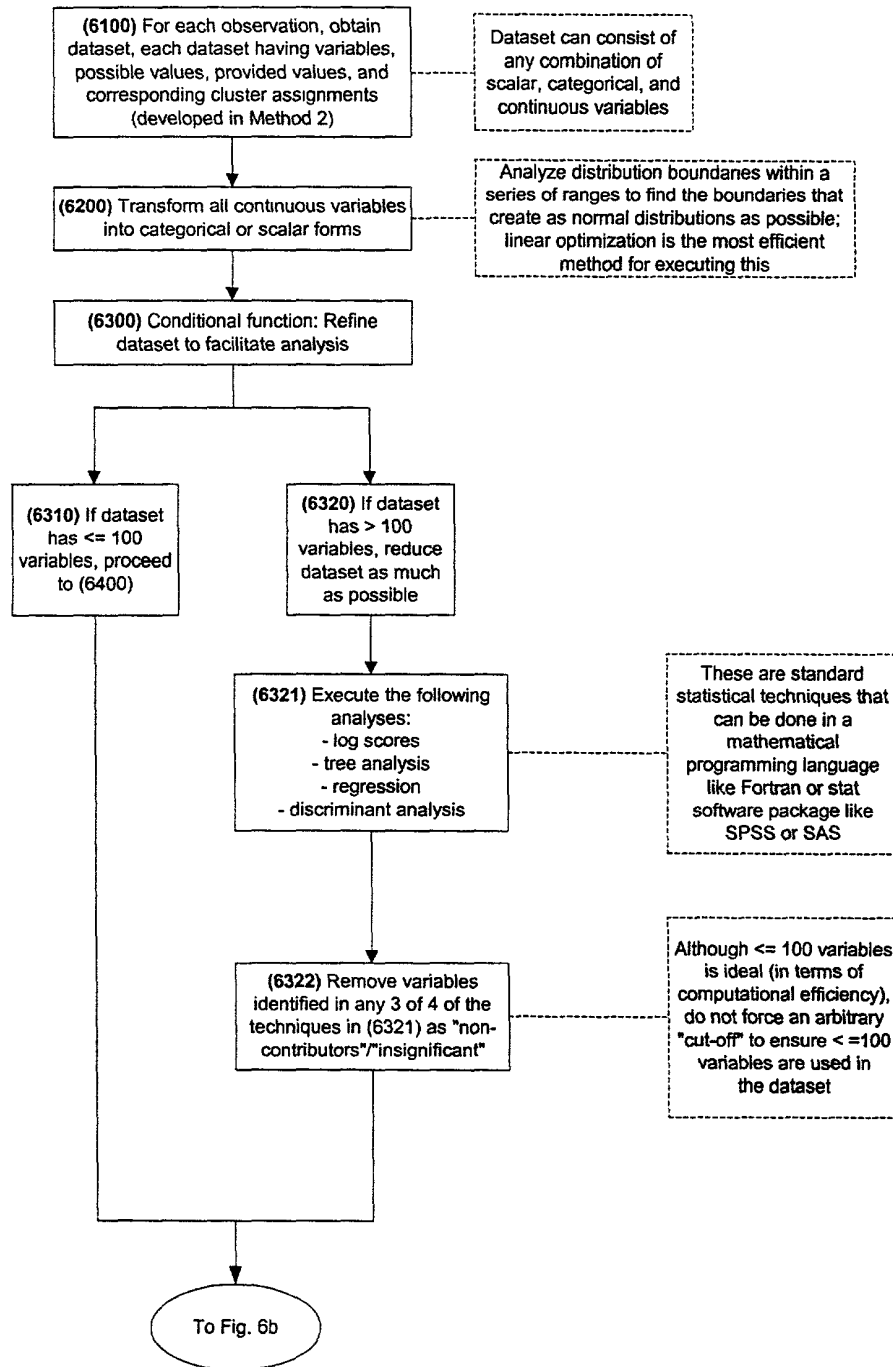


Fig. 6a

Method 6 - Behavioral Segment Scoring - Continued

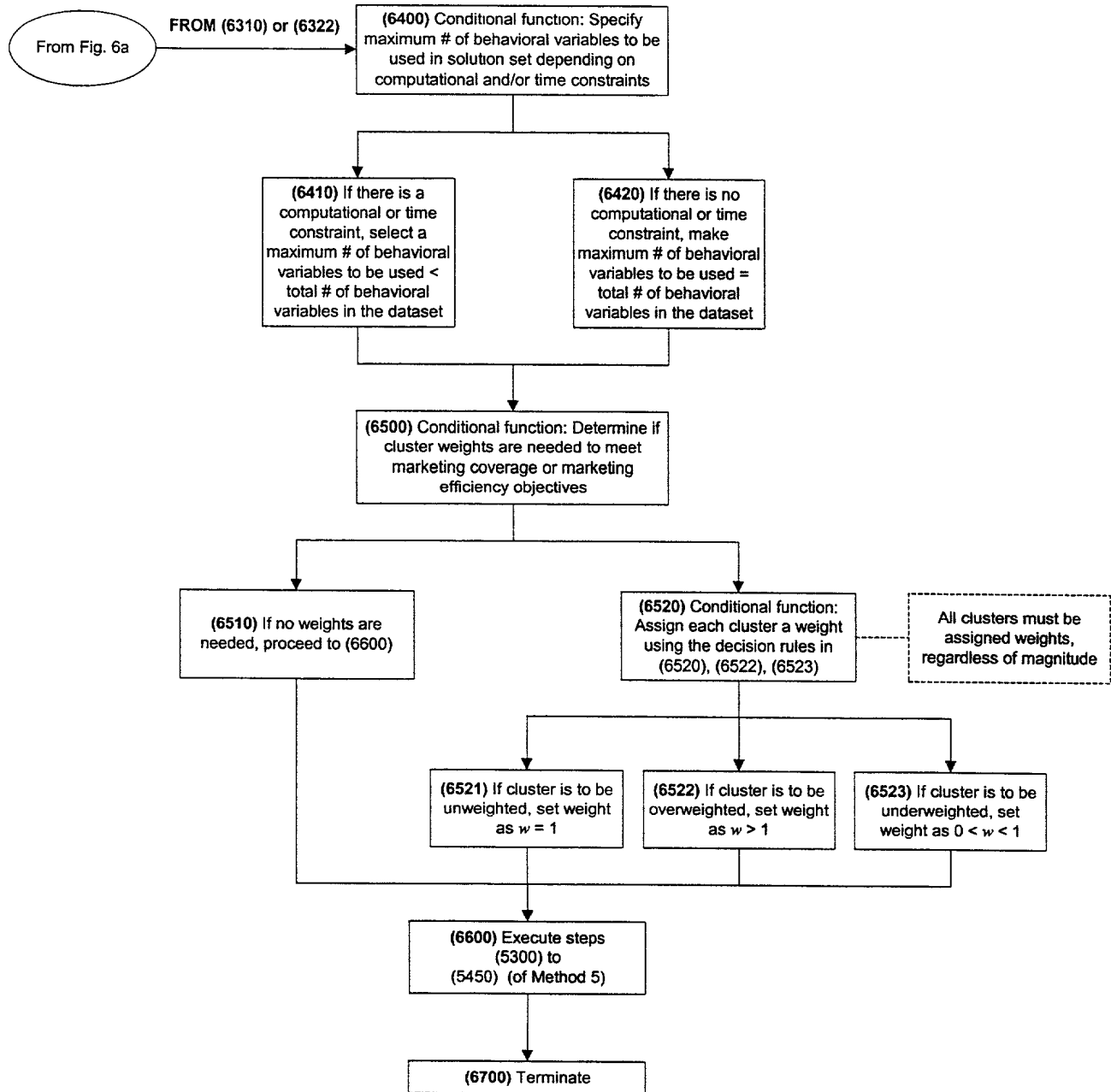


Fig. 6b

Method 7 - Panel Analysis

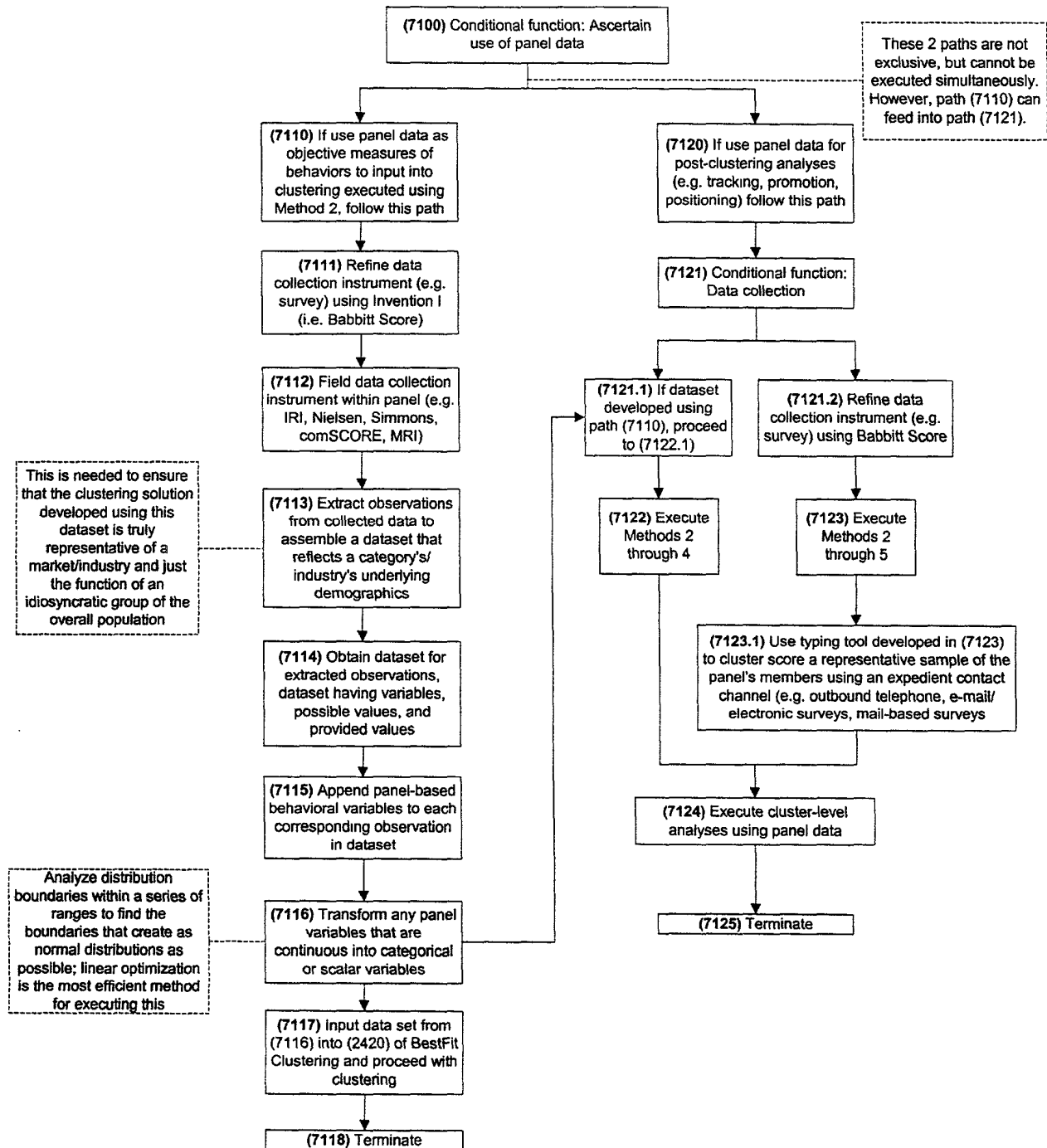


Fig. 7

Method 8 - Overall Segment-Based Marketing Process

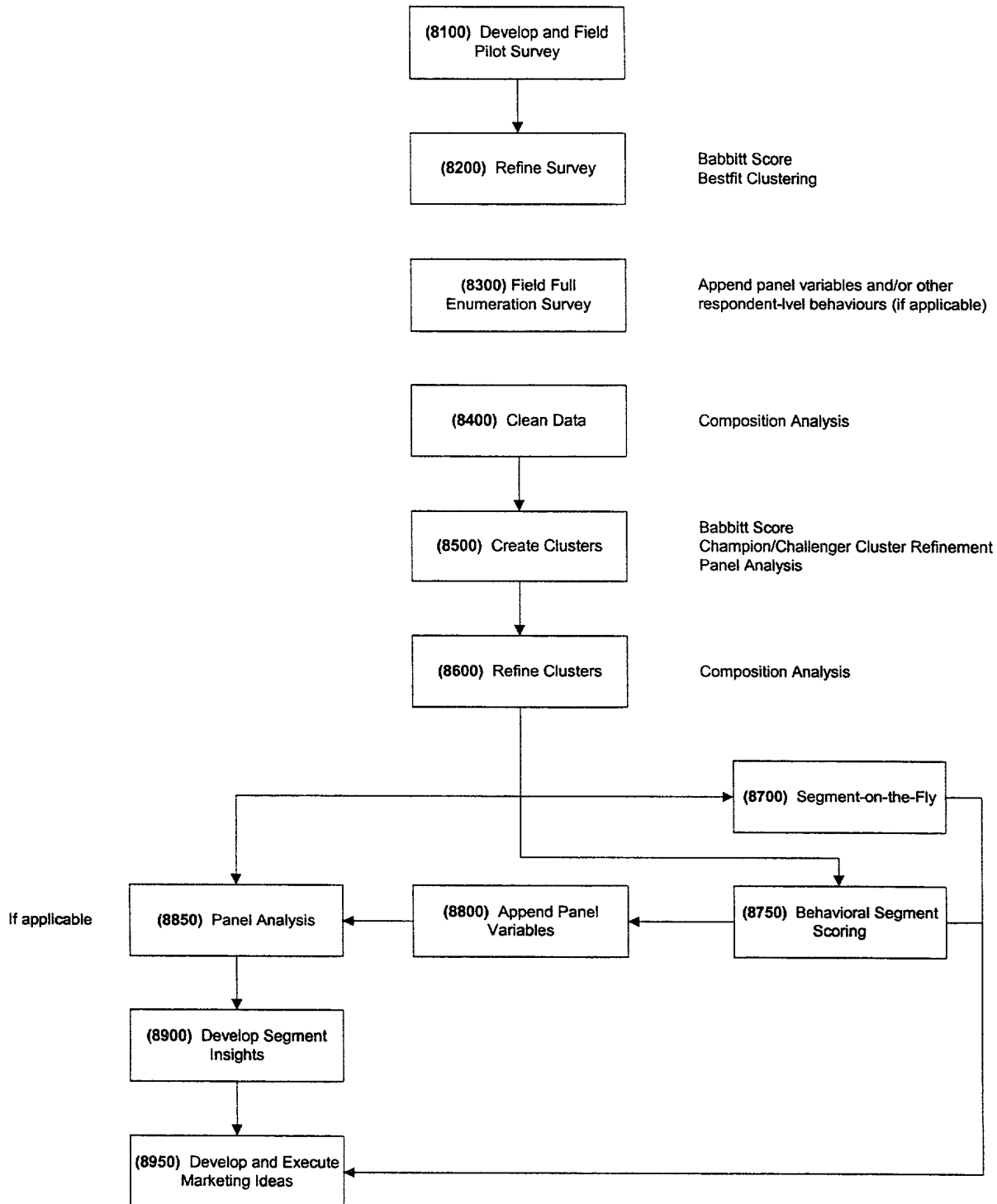


Fig. 8

Information Device 9

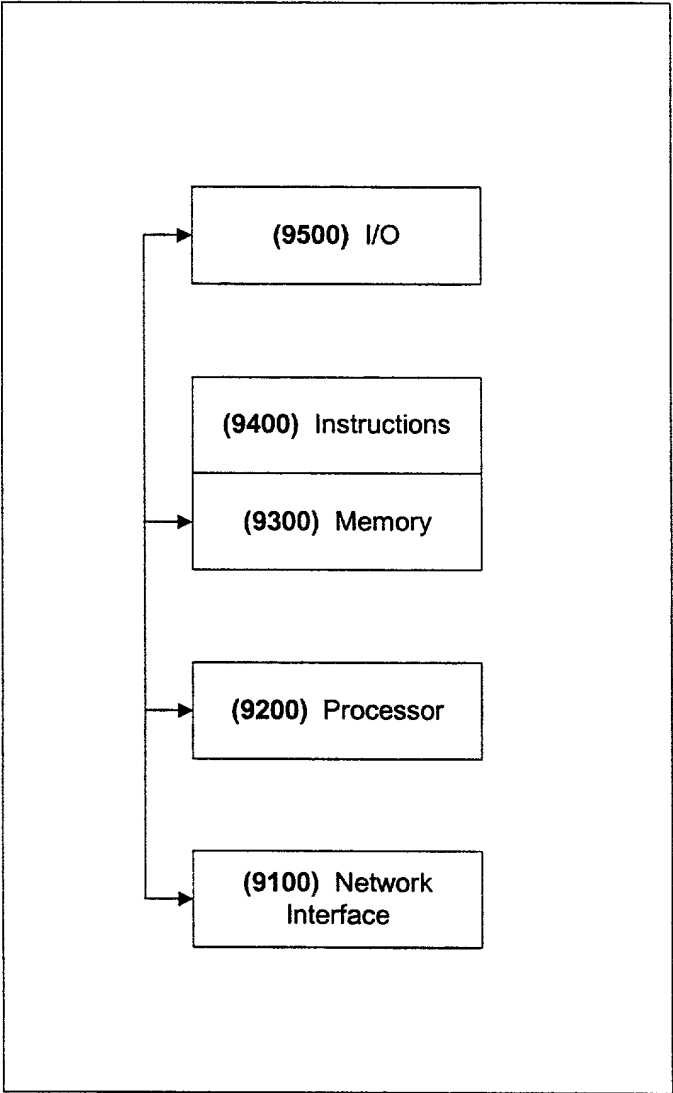


Fig. 9

Method 10 - Fitness Score Calculation

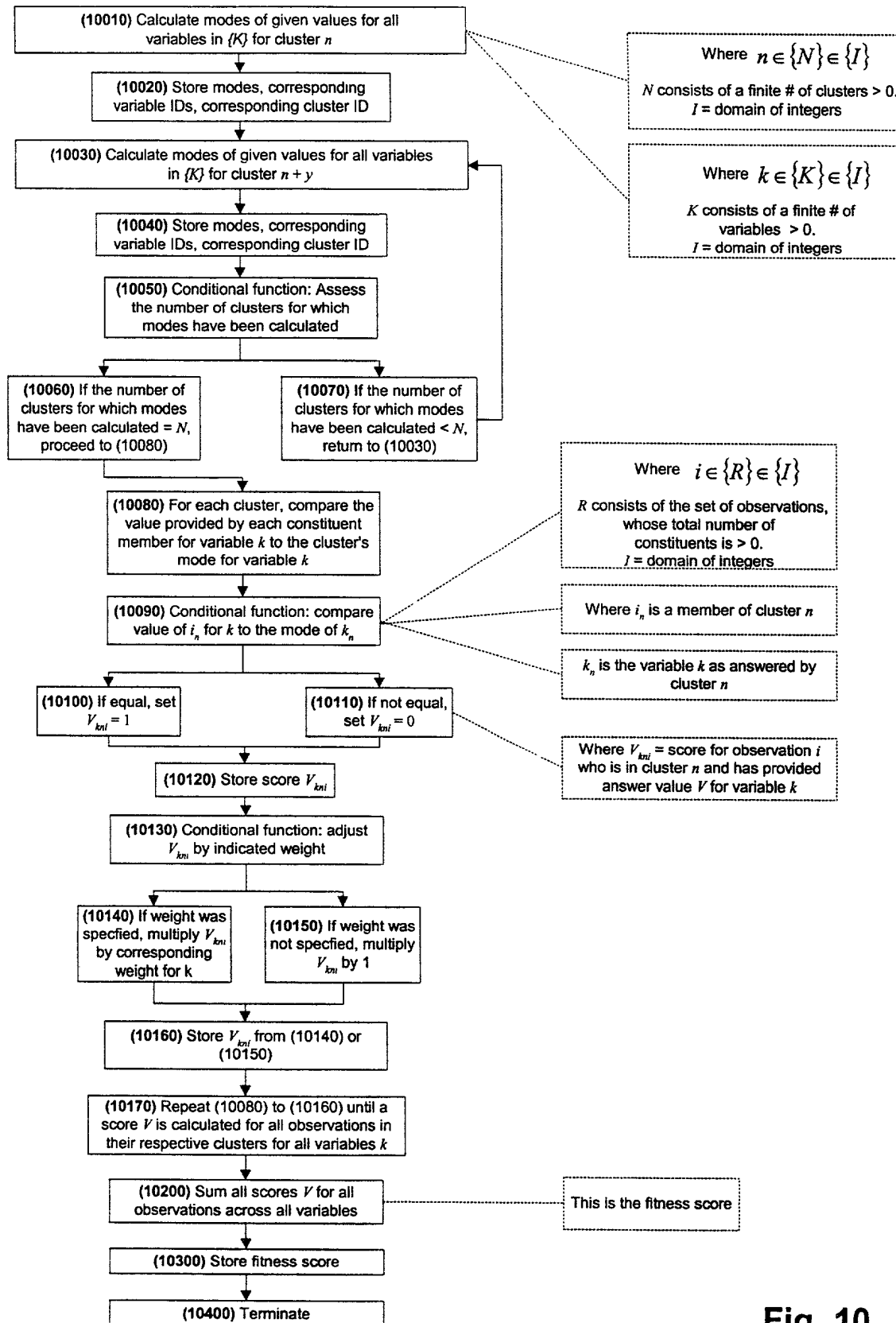
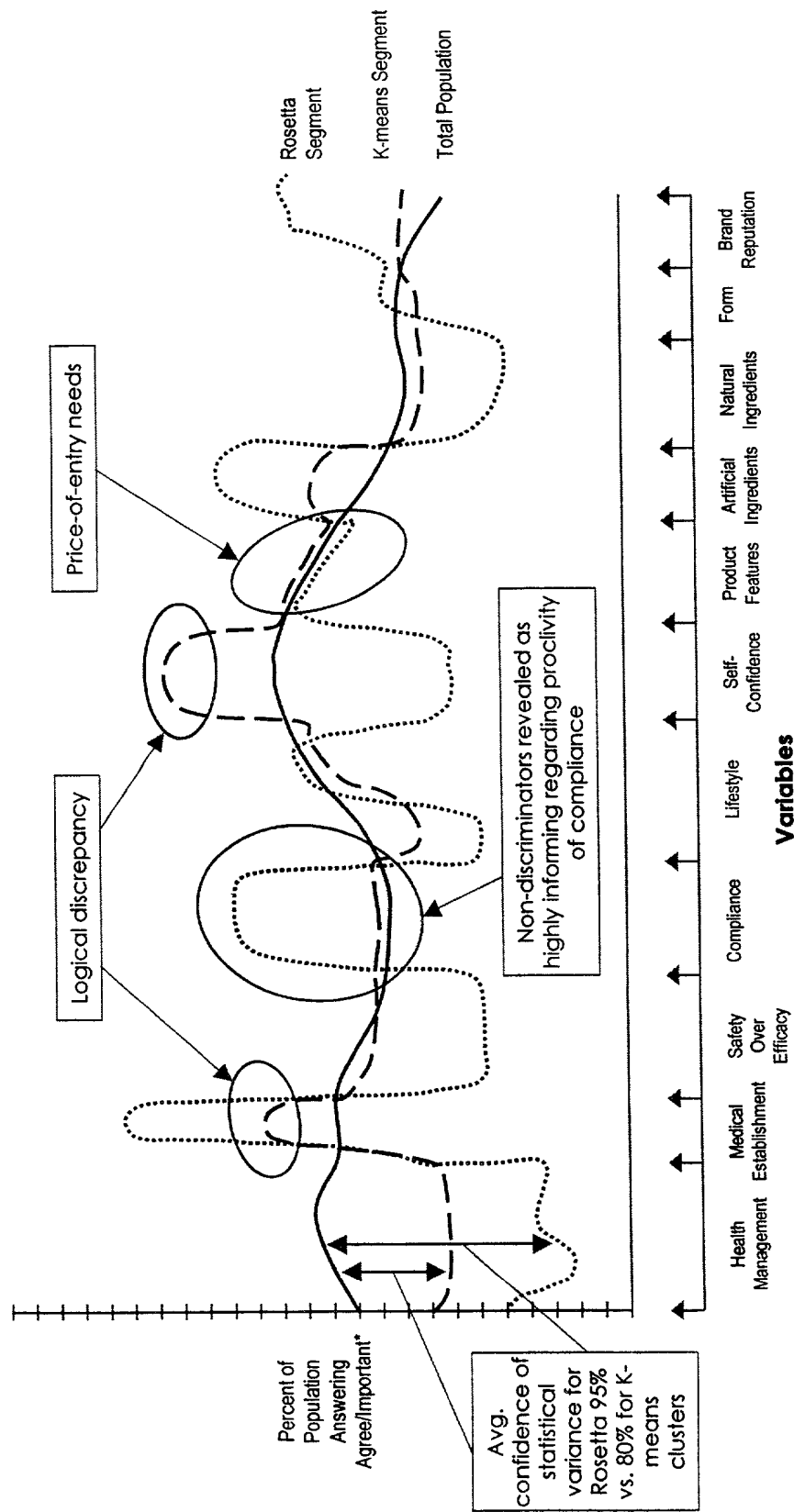


Fig. 10

FIG. 11

Blinded Case Study



* Responses normalized for similar variables with opposite wording/phrasing.